

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, February 1, 2016
5:00 PM

Minutes

Present: Chair Betsy Paterson, Millie Brosseau, and Rick Brosseau

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:00 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from September 14, 2015

Millie Brosseau moved to approve the minutes. Rick Brosseau seconded the motion. The minutes were approved unanimously.

4. Committee structure

Kathleen Paterson asked the subcommittee members to consider adding additional members; currently there are six members.

Cynthia van Zelm suggested asking someone with younger children to join.

Ms. Paterson asked the group to think of potential members for the next meeting.

Ms. K. Paterson will include an invitation to join the subcommittee in her first email to past Festival participants.

5. Save the Date: Review drafts and distribution list

The group agreed by consensus on the design of the Save the Date postcard.

Ms. Brosseau suggested asking businesses if they would like to have cards to distribute. **Ms. K. Paterson will ask them in a follow-up email to the mailed postcard.**

6. Suggestions and feedback from 2015 Festival

Ms. van Zelm suggested eliminating the clean-up reimbursement fee for food vendors. The group concurred.

Mr. Brosseau asked about the feedback from the t-shirt printer regarding the size of the sponsor logos on the Festival t-shirt.

Ms. K. Paterson explained that some of the logos were difficult to print clearly; the printer suggested listing the names of sponsors instead of logos. She said the brochure would need to be changed if the listing will be different.

Ms. Paterson suggested offering the logo on the shirts only to Platinum Sponsors.

Ms. Brosseau agreed and suggested that the Gold and Silver Sponsors' names could be listed in different sized fonts.

Ms. K. Paterson will update the brochure text to reflect the changes.

Mr. Brosseau said that there was a rock-climbing wall at Willimantic's Third Thursday that was very popular. He said the challenges would likely be the cost and the amount of space needed to set-up the equipment. **Mr. Brosseau will contact the Third Thursday committee for information about the company they used [Done]. Ms. K. Paterson will contact a party supply company for quotes [Done].**

7. UConn First Folio

Ms. K. Paterson explained that UConn has been selected as the site for Connecticut for the Folger Shakespeare Library's First Folio Tour, which will bring the first collected edition of the plays of William Shakespeare to each state. Ms. K. Paterson said that she and Ms. van Zelm had met with members of the UConn committee tasked with creating programming to draw the public's attention to the First Folio. Because the First Folio will be at UConn in September, the Festival seemed like a natural fit. Ms. K. Paterson explained the idea of creating a third stage or focal area near Nine Dog Lane for the UConn group to program during the event.

The subcommittee enthusiastically agreed to the idea of providing space for the First Folio group.

8. New activities, attractions, and other suggestions

Ms. K. Paterson recapped a discussion she had with a student and a teacher from the E. O. Smith Depot Campus. The student is planning her senior project, for which she is interested in having a booth at the Festival. She would like to bake and sell dog treats. Ms. K. Paterson asked the group if they would consider that a food booth.

Mr. Brosseau said he thought it was a good idea, especially with the suggestion from 2015 to add water bowls for dogs.

The subcommittee approved the student's request for a food booth and asked Ms. K. Paterson to follow-up with the student and her teacher with regards to health regulations.

Ms. K. Paterson reported that she had confirmed the headlining act and is reviewing the contract. The subcommittee members discussed ideas for an opening act. Ms. K. Paterson noted that the timing of

the headliner's sound check will affect stage availability. She will know better how much time is available once the contract is finalized and she has reviewed the plans with the sound company.

9. Adjourn

Ms. Brosseau moved to adjourn. Mr. Brosseau seconded the motion. The meeting adjourned at 6:05 PM.

Minutes prepared by Kathleen M. Paterson